



Suffolk Partnership
for a Healthy Community

Building a Healthy Suffolk through Partnership

Obici Healthcare Foundation Diabetesity Forum

March 11, 2011

by

Jaya Tiwari, Executive Director

Suffolk Partnership for a Healthy Community

- ▶ **Founded in 1998.**
- ▶ **A 501(c)(3) organization.**
- ▶ **Board of Directors consists of Suffolk citizens representing organizations and corporation that share the Partnership's mission and vision.**



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Healthcare Executive
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Suffolk Parks & Rec Dept.
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Fire Dept.
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Director, The Addison Group
Amanda Powell, Manager,
Wal-Mart
Bobby Ralph, Former Mayor,
City of Suffolk**

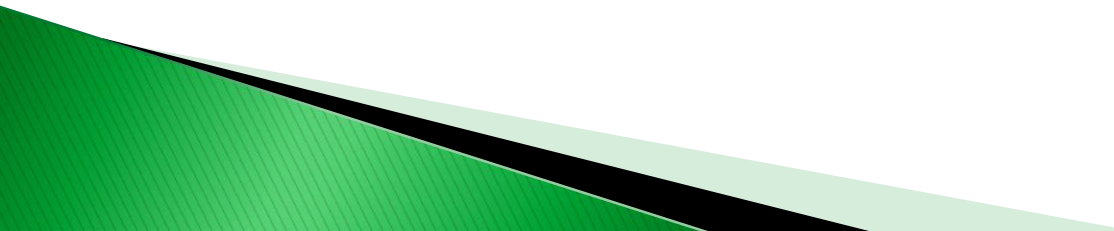
**Gloria Seitz, Corporate
Communication, Sentara
Healthcare
John Skirven, CEO, Senior
Services, SVA
Gin Staylor, MS, Retired
Educator
Judy K. Stewart, PhD,
President, Taylor Education
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Suffolk Public Schools
Nancy Welch, MD, Acting
Director, Western Tidewater
Health District
Deran Whitney,
Superintendent, Suffolk
Public Schools**

Suffolk Partnership for a Healthy Community

Purpose

- ▶ The structure for organizing and mobilizing community resources are why the Partnership came into being.
- ▶ We focus on strengthening the local community health. We work with public, private and voluntary entities, as well as individuals and informal associations.
- ▶ The Partnership provides the infrastructure to indentify needs, assets and solutions.

We believe in:

- ▶ Collaboration instead of competition
 - ▶ Partnering instead of duplicating
 - ▶ Outcomes instead of ownership
 - ▶ Being asset based
- 

Suffolk Partnership for a Healthy Community

Mission

To coordinate the resources of our community in a collaborative effort to improve mental, physical socioeconomic, and spiritual health of all citizens

Vision

A healthy community where all people will be inspired and enabled to make healthy lifestyle choices to use preventative health care and to access resources to live in a safe and wholesome environment.

Values

The Partnership, as a mission driven organization, values:

Collaboration

Communication

Innovation

Each individual's assets (time, talent, treasures)

Self-accountability and integrity

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A Record of Accomplishments

- ❖ Community Assessment (1999)
- ❖ Poly Pharmacy Program to Support Elderly
- ❖ Healthy Eating Task Force
- ❖ Western Tidewater Free Clinic (June 2007)
- ❖ Online Resource Directory
- ❖ MAPP Study



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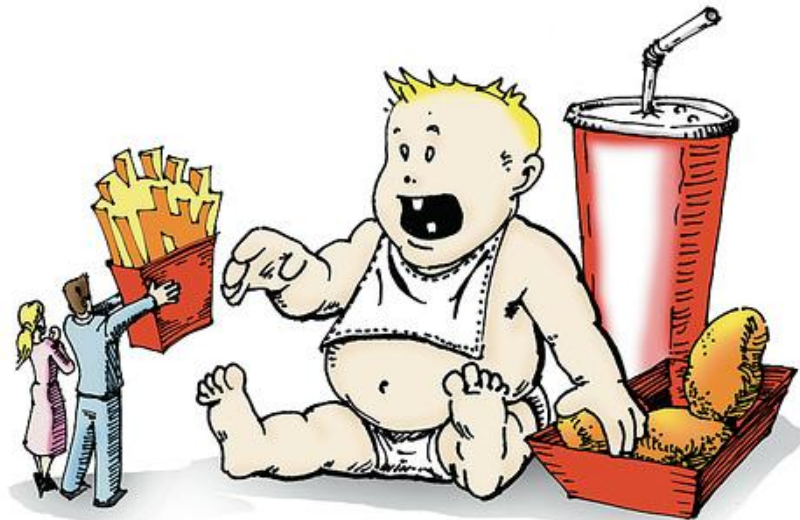
Our Programs:

- ▶ **Suffolk on the Move**
- ▶ **The Suffolk Community and Learning Gardens**
- ▶ **Healthy Moves for Suffolk Youth**
- ▶ **Positive Lifestyle Commitment Program**



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- ▶ In 2002 area pediatricians identified a need to reduce childhood obesity.
- ▶ The Healthy Eating and Fitness Task Force is created.
- ▶ Next four years—collaboration with community stakeholders in activities to educate Suffolk residents on healthy lifestyle choices.



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- ▶ September 2006—a community forum to solicit ideas on how Suffolk could support a more healthful lifestyle.
- ▶ 2007—OHF gave a grant to work jointly with the Health Department to investigate “Community-wide perception of barriers and potential solutions to making healthful lifestyle and choice”



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- ▶ Conducted interviews with 15 area businesses to understand active living opportunities available to their employees.
- ▶ Conducted 26 focus groups—middle school, working and stay-at-home parents, disabled and senior citizens
- ▶ Findings of this investigation resulted in the “Suffolk on the Move” action plan.



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“Suffolk on the Move”

Is an initiative to:

- ❖ Create a greater awareness of a broader definition of “Active Living”
- ❖ Include all activity that requires additional movement.
- ❖ Educate community members regarding personal and community health benefits of an “active” lifestyle.



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“Suffolk on the Move”

- ▶ We held a kickoff event on June 26th in partnership with City of Suffolk and Parks & Rec
- ▶ Hosted A 1k Family fun walk and run and a 5k walk and run event.
- ▶ Attracted 570 participants including families and people with all levels of readiness.



**Sponsored by: TownBank, Sysco
Hilton Garden Inn, Amici's, Harris Teeter,
PTWorks and many more area
businesses!!**

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- ▶ Hosted Wii Bowling Championship and yoga classes for seniors and people with disability.
- ▶ Conducting smoking cessation classes.
- ▶ Hosting Bike fun & Safety Day on April 30th.
- ▶ Family Bike race in mid-May.
- ▶ Second annual Family fun Walk & Run on June 11th.
- ▶ Family fun Walk and Run at Peanut Fest in Oct.
- ▶ Healthy Living art competition.
- ▶ Working with various stakeholders to create hiking, biking, blue-water, multi-purpose recreation trails to make the best use of Suffolk's natural resources – vast rural/urban land, Nansemond River etc...

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“Healthy Moves for Suffolk Youth”

- ▶ A grant from the Virginia Foundation for Healthy Youth to create a multi-media/social networking campaign to combat youth obesity in Suffolk.
- ▶ Launch a youth friendly, interactive website
- ▶ Sign up 150 Healthy Youth Ambassadors
- ▶ Increase the number of community and learning gardens in Suffolk
- ▶ Promote healthy eating and active living through peer-to-peer outreach

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Healthy Youth Ambassadors

- ▶ Youth representatives recruited from various schools, boroughs and segments of Suffolk population.
- ▶ Youth interested in becoming a role model for their peers.
- ▶ Youth with leadership abilities.
- ▶ Youth with interest in and knowledge of social media tools.



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What Would a Healthy Youth Ambassador do?

- ▶ Receive training in healthy eating and active living.
- ▶ Participate in Suffolk Community and Learning Garden activities.
- ▶ Participate in Suffolk on the Move activities.
- ▶ Act as a peer leader promoting healthy lifestyle.
- ▶ Use a social media tool (blog, Facebook Twitter, U-tube, etc) to promote the message of healthy living.



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Why be a Healthy Youth Ambassador?

- ▶ Develop your leadership skills and be an active part of your community
- ▶ Learn to live healthy
- ▶ Be an example to your peers
- ▶ Refine your social media skills



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Positive Lifestyle Commitment Program

Grants from the Obici Healthcare Foundation and the Virginia Foundation for Healthy Youth to create a multi-year individualized wellcare management program.

- ▶ Recruit partners as client recruitment, testing and service delivery sites.
- ▶ Enroll a percentage of our population to conduct individual health assessment including risk factors by annually testing BMI, blood pressure and blood sugar.
- ▶ Engage Peer Health Advocates to work with individuals on their personal health goals.
- ▶ Collect self reported and clinical data to assess outcome and impact of various intervention

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**Join us to help make Suffolk one of the
healthiest communities to live in the
nation!!**



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Questions/Comments??

Contact us @

Suffolk Partnership for a Healthy Community

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